

Animated Metaphor

Critique Sept 24
Due Oct 1

Assignment: Visually convey the meaning of a metaphor through an animation of simple images and typography.

Requirements

20 thumbnail sketches exploring at least 5 different metaphors

Storyboard mapping the animation

Final animation:

20 second animation

Sound

Publish as .swf

Stage size 800 x 600 pixels

Metaphor:

In metaphors, a vivid picture is created with a few key words. Metaphors are more efficient and economical than ordinary language; they give maximum meaning with a minimum of words. By writing “my room is a prison,” you may suggest that you feel like you were placed in a solitary, you were fed bad food, you were denied life’s pleasures, your room was poorly lit and cramped — and a hundred other things that would probably take several pages if you tried to write them all. (owl online learning)

Think of poetry or really good movies here. Those art forms that catch you off guard and seem incredibly profound, funny or momentous.

Give some thought to type since it is an integral part of this project. Typography is a visual element, pure in shape and form. Manipulation of this form can reinforce its meaning or desired message. Designers use words to reflect their ideas or to amplify the meaning of a concept.

Will you tell a linear story? If not, what will be a connection between different scenes? At the same time, think of the visual approach you might be taking. Try sketching several possible scenes to see if your visual style translates well to all (about 10 sketches.) Is there a color scheme that will advance your theme? How will you treat text? What animation style you may use? (Due Sept 3)

Then move on to a storyboard and draw key pictures of your animation (think of a comics strip). Decide step by step what the animation will do before you move to the computer. Your storyboard is to have at least 15 frames. (Storyboard due Sept 8)

Steps

1. So where do we go? Start with a metaphor, write it down. Research its possible meanings. Try to define a specific interpretation of the metaphor would give an insight to the meaning. Mind-mapping technique can help you generate ideas. Write words that relate to it. What images come to mind?
2. Try to visually express your metaphor through visually describing it. It can be in a form of a linear story or various short scenes that together depict the metaphor. So for "butterflies in the stomach", I could show a linear story with someone writing a test at school and zoom in on its stomach with flying butterflies in it. Or I could show someone nervous and then show butterflies and then show a picture of stomach and butterflies entering the stomach and flying in it.
3. First create 10 thumbnail sketches of at least 3 different metaphor combinations. You can use couple thumbnails to depict the animated sequence. In a simple sentence, write a simple plot of what would happen in the movie.
(due Sept 3)
4. Create a storyboard with at least 15 frames. (due Sept 8)
5. Translate storyboards into digital form (Sept 15)

Critique Sept 24 at the beginning of class. Due: Oct 1

Materials

pencil
sketch book
tracing paper
computer with Flash installed